

Argument in favor of Measure P

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CITY ADMINISTRATION

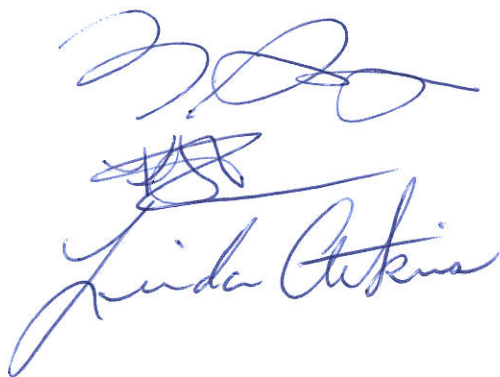
TRUE WARD-TRUE VOICE

Eureka's election system requires a candidate to live in their ward, but be voted on by the whole city. This makes running an expensive process that has led to Eureka Council elections that have cost anywhere from \$10,000 to \$90,000+, even with contribution limits in place. Many good working people look at these amounts and give up on running. Contribution limits don't limit the amount candidates can raise, they just limit the amount individuals can give. Eureka's wealthy find ways to funnel money to some candidates through legal loopholes. Who has this kind of money? Not many, with our median income of under \$22,000 a year here in Eureka. This system rewards the wealthy, while making it extremely challenging for other candidates to have a chance in Eureka.

Our City deserves to have a City Council who represents all of its residents. In a True Ward system, you vote for a representative for your neighborhood, you decide if you like what that person stands for, and if they will represent you well. Right now, those candidates who are supported by wealthy donors can plaster the city with signs and fill the airways with ads, while regular working people who understand many of Eureka's issues due to their first-hand experience can be shut out. Our current citywide elections allow candidates to lose the election in their own ward - their own neighborhood - and still win election to the Council. This has happened more than once in our city.

A True Ward system is also the only one proven to stand up to legal challenges under the California Voting Rights Act, and it will encourage more candidates to run - giving YOU more choice. It's the truly democratic system.

Vote for a TRUE VOICE in Eureka.



NATALIE ARROYO

AUGUST 2, 2016

Kim Bergel

August 2, 2016

Linda Atkins

August 2, 2016